

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Kamfu WONG et al.

U.S. Serial No.: 10/585,225

Filing Date: June 30, 2006

Title: METHOD AND SYSTEM FOR
PERSONALIZED AND LOCALIZED
T.V. AD DELIVERY

Examiner: Aklil M. Tesfaye

Art Unit: 2423

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. 1.111

Sir:

In response to the Office Action mailed August 24, 2010, Applicants submit the following arguments in support of allowance of the present patent application.

Amendments to the claims begin on page 2.

Comments begin on page 11.